

Message Text

UNCLASSIFIED

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UNCLAS MILAN 1668

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: SALE OF U.S. BICENTENNIAL INCIRCULATED ANDPROOF COIN SETS

REF (A) STATE 165094; (B) USDOC 11894

1. AFTER RESEARCHING LOCAL MARKET FOR COINS POST CONCLUDES THAT THERE IS LITTLE POTENTIAL FOR SALE OF SUBJECT COIN SETS IN MILAN AREA. BANKS CONSULTED DO NOT MAINTAIN STOCKS OF COIN SETS BUT MERELY PURCHASE COINS FROM DEALERS WHEN REQUESTS RECEIVED. SOME BINCENTENNIAL COIN SETS HAVE BEEN SOLD BY MAJOR COIN DEALERS BUT MARKET NOW CONSIDERED ALMOST "EXHAUSTED". IN ADDITION LIMITED TIME REMAINING WOULD RESTRICT EFFECTIVENESS OF PROMOTIONAL CAMPAIGN.

2. ALTHOUGH MAJOR PROMOTION, AS OUTLINED IN REF. (A), DOES NOT APPEAR JUSTIFIED MILAN TRADE CENTER WILLING TO CONTRACT ITS MARKET PROMOTION FIRM TO DO MAILING OF SALES LITERATURE AND FORWARD INTERESTED RESPONSES TO TREASURY DEPARTMENT.PARSONS

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